

OCT 27 1941

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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# FASHION CALENDAR

FRANCES HUGHES, Editor

6 WEST 52nd STREET

ELdorado 5-3693

NEW YORK, N. Y.

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

### SPECIAL NOTICE

Through the efforts of FASHION CALENDAR, three leading hotels have adopted the following policy for their weekly fashion luncheons. From now on, it will be Tuesday Fashion Luncheons in the Oval Room at the Ritz; Wednesday's in the beautiful Sert Room of the Waldorf; and Thursday's in the Persian Room at the Plaza. For matters pertaining to these weekly Luncheons, contact: Ritz, Marion Morrison, PL. 3-4600; Waldorf, Ted Saucier, EL. 5-3000; Plaza, Joseph Ryle, PL. 3-6744.

### WEEK BEGINNING MONDAY OCTOBER 27, 1941

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	RESORT, TRAVEL & SPRING COLLECTION	HERBERT SONDEHEIM, INC. Collection shown by appointment only. Telephone: LA. 4-7540.	530 SEVENTH AVENUE
Now Showing	"NEW RESORT-FUL" FASHIONS	ARKAY, MARGOT, & JUNIOR FORMALS Lively new fashions for southern and northern play-places. Publicity: Elaine Cramer, LO. 5-2626.	498 SEVENTH AVENUE
Now Showing	VERA MAXWELL COLLECTION	MAX MILSTEIN Max Milstein are holding Open House to celebrate: a) the fact that Vera Maxwell, well-known designer of sports and casual clothes has joined their staff; b) that their Cruise Collection for 1942 is ready, featuring "Strook's ice tints, fleeces and angoras", "Penguin Jackets"; "Pastel Plaids", etc.; and c) that their new Provincial Showroom is now complete and ready for inspection. No appointment necessary.	230 WEST 39TH STREET
Now Showing	RESORT & SPRING GLOVE FASHIONS	ARIS GLOVES Aris proudly announce that Mr. Paul Chamut, famous Paris glove couturier, has joined their organization. The new collection of Resort and Spring glove-fashions is now ready for inspection, featuring a palette of "Landscape Colors". Contact: Mr. T. M. Lilenthal, CA. 5-4311.	ONE PARK AVENUE
Now Showing	RESORT, TRAVEL & SPRING FASHIONS	BENDER & HAMBURGER	498 SEVENTH AVENUE
Now Showing	CRUISE AND HOLIDAY COLLECTION	JACK HERZOG & BROS. "New ideas in dinner gowns and 'formals' for holiday and cruise-wear."	530 SEVENTH AVENUE
Now Showing	RESORT DINNER & EVENING COLLECTION	MISS AMERICA	530 SEVENTH AVENUE
Now Showing	RESORT FASHIONS	MAYEHOFF, INC. Street and spectator dresses.. tailored suits.. blouses.	498 SEVENTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Showing	MID-SEASON HAT COLL'S. INDIVIDUAL MFGS. Some millinery creators have already begun to show their Mid-Season Hat Collections. Those not yet ready expect to be complete between now and Nov. 15th. As individual Press Openings are announced, you will find them listed in FASHION CALENDAR.		INDIVIDUAL SHOWROOMS
Now Showing	CRUISE COLLECTION New collection highlighting pastel sheercord corduroys, denims, and novelty stripes. Contact: S. Reiss, PE. 6-4911.	KORDAY SPORTSWEAR INC. 991 SIXTH AVENUE	
Now Showing	NEW "PRINT" COLLECTION "Appealing themes and new color combinations in prints--all exclusive with International." Contact Samuel Zahn, LA. 4-7100.	INTERNATIONAL DRESS	1400 BROADWAY
Now Showing	NEWLY ARRANGED ART EXHIBITS Newly installed Exhibition of "Modern Primitives: Artists of the People". Also exhibit: "Isadora Duncan, Drawings, Photographs, Memorabilia." Publicity: CI. 5-8900.	MUSEUM OF MODERN ART	11 WEST 53RD STREET
✓ Week of Oct. 27	SIMULTANEOUS SHOWING: N. Y. AND ST. LOUIS SPRING SHOE LINES	NEW YORK & ST. LOUIS SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS & VANDERBILT, COMMODORE, NEW YORKER, McALPIN HOTELS
✓ Monday Oct. 27 Luncheon	PRIVATE DEALERS' LUNCHEON Strictly private Dealers' Luncheon at which I. Miller will present new Shoes for Spring and Southern Resorts. Admission by ticket only. Fashion Director, Verne Clarke, ST. 4-7800.	I. MILLER & SONS	FACTORY, 43-10 23RD ST. LONG ISLAND CITY
✓ Monday Oct. 27 Noon Luncheon	SHOE DEALERS' LUNCHEON Newton Elkin's private Dealers' Luncheon. Principal speaker: Mr. Walter Halle, Gen. Mdse. Mgr. Halle Bros., Cleveland. Topic: "Manufacturers, Merchants: Collaborators". Mrs. Ruth Rusling, who has addressed many Newton Elkin meetings will discuss "Spring Shoes in Relation to the Spring Fashion Picture". Strictly by invitation. Publicity: Paul Elkin, LO. 5-6569.	NEWTON ELKIN	WALDORF ASTORIA HOTEL WEDGEWOOD ROOM
✓ Beginning Monday Oct. 27 12 Noon Through Nov. 1. Press Luncheon Monday 12:45	WOMEN'S NAT'L EXPOSITION OF ARTS AND INDUSTRIES 18th annual exhibit. To focus America's attention on <u>hand arts</u> to relieve tension and help sustain morale. Slogan, "STEADY HANDS... STEADY NERVES". Active demonstrations with craftsmen at work and audience participating when possible. International Section will include fine art treasures, costumes and handicrafts of invaded countries. Crown Princess Marta of Norway will attend Opening. <u>Free French</u> exhibit will show best existing examples of fashions and accessories designed and made in Paris <u>before</u> the war, as well as modern furniture and paintings, from Manet to Picasso. American exhibitors include well-known artists and designers. Several unique fashion shows will present unusual source material for fashion designers. Monday night at 9:15, Norway will show authentic costumes. Wedding festivities and dances of Telemark will follow. Chinese Fashion Show will be staged on Thursday, China's Day at the Exposition, culminating in glamorous modern evening gowns and coats designed by Lorna Whittingham of California, made from beautiful old Chinese fabrics. Other fashion shows to be announced later. Open to public. Admission 50¢. Press welcome for inspection any time Monday before noon. Press luncheon on premises at 12:45 P.M., by invitation. Publicity: Betty Stone, PL. 3-4770.	WOMEN'S NATIONAL INSTITUTE	GRAND CENTRAL PALACE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 28 10 A.M.	POWERS' GIRLS TO "RECEIVE"	BLOOMINGDALE'S	LEXINGTON AVE. AT 59TH 3RD FLOOR
	To celebrate publication of John Powers' book, "The Powers' Girls", 6 beautiful Powers' mannequins will receive at Bloomingdale's from 10 A.M. to 5 P.M., advising Bloomingdale customers on grooming and clothes. Stores throughout country will stage similar "receiving sessions", particularly in those towns where Powers' girls originated. Bloomingdale Publicity: Karen Hollis, VO. 5-5900.		
Tuesday Oct. 28 10 A.M.	OPENING OF PICCADILLY ARCADE	BRITISH WAR RELIEF SOCIETY	6 EAST 57TH STREET
	To benefit homeless British Families, 1500 contributed "treasures" will be put on sale in "Piccadilly Arcade", a specially constructed group of 10 shops, created and donated by the American Institute of Decorators, in the style of famous old Mayfair shopping landmarks. Shops will sell accessories; antiques; cosmetics; foods; jewelry; embroidery and lace; women's and children's apparel; pictures; sculpture; and prints. To contribute, send "treasures" marked for Piccadilly Arcade, British War Relief Headquarters, 750 5th Ave. Shops will be open for business from 10 A.M. to 6 P.M. daily. Publicity: Miss Barbara Graves, Promotion Dept., CI. 7-2300.		
Tuesday Oct. 28 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM
	Brides will star in the Mary Lewis Presentation at the regular Tuesday Salon d'Elegance Fashion Luncheon at the Ritz. Show will present fashions for every phase of a girl's life, from courtship through marriage, the honeymoon and maternity. Also mother-and-daughter fashions. Real diamond jewelry from Cartier will share spotlight. Open to public. Press by invitation only. Mary Lewis Publicity: Rosemary Sheehan, PL. 8-3300. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Tuesday Oct. 28 2:30 P.M.	PRESS OPENING: NEW COLLECTION	CHARLES ARMOUR, INC.	498 SEVENTH AVENUE
	An all-inclusive collection presenting "Palm Beach.. Resort.. Cruise.. and a foreshadowing of Spring Fashions". By invitation. Contact: Charles Armour, LO. 5-1622.		
Tuesday Oct. 28 3:00 P.M.	PRESS OPENING: NEW BEAUTY SALON	BERNARD AZ GURO	NEW WESTON HOTEL 441 MADISON AVENUE
	Preview of "Topazia, new color sensation of the Fashion World". Also new methods and new fashions in hair sculpture and hair culture. By invitation only. Contact: WI. 2-1692.		
Tuesday Oct. 28 3:00 P.M.	PREVIEW: MID-WINTER AND RESORT COSTUMES	DEEKEN, LTD.	37 WEST 57TH STREET
	Press showing of Mid-Winter and Resort costumes executed in English fabrics by Maria Krum and presented by Deeken, Ltd. Press by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Tuesday Oct. 28 7:00 P.M.	BIG MEETING OF MILLINERY INDUSTRY	EASTERN WOMEN'S HEADWEAR ASSOC.	HOTEL ASTOR
	Millinery Trade meeting to outline campaign against bareheadedness. Motion pictures will illustrate developments; speakers will discuss achievements of Millinery Fashion Councils. Admission by invitation, to members of the Trade and Trade Press. Contact: Eastern Women's Headwear Assoc., CH. 4-3044.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Oct. 28 8:30 P.M.	METROPOLITAN MUSEUM'S TELEVISION SERIES	METROPOLITAN MUSEUM AND C.B.S.	STATION W2XAB
	4th and last in the October series of weekly Television programs based on Metropolitan Museum sources and planned in order to make these sources as widely accessible as possible for design-study and inspiration. Subject of program: "Remembered Homelands", part of the "Arts in the Americas"-series. Program will, as usual be re-telecast for children the following Thursday, October 30th, at 2:45 P.M. W2XAB Publicity: Wil Marcus, WI. 2-2000.		
Wednesday Oct. 29 11:00 A.M.	PRESS SHOWING: RESORT HAT COLLECTION	BRAAGAARD	17 WEST 57TH STREET
	Invitation Press Preview of Braagaard's Resort Hat Collection. Publicity: Ruth Hawthorne Fay, LO. 3-5770.		
Wednesday Oct. 29 12:30 P.M.	FASHION GROUP LUNCHEON	MILLINERY SECTION	HOTEL MADISON 58TH & MADISON AVE.
	Topic: "What is the Resort and Advanced Spring Millinery Picture?" Questions will be answered by board of experts: Mrs. Maud G. Moody, Women's Wear Daily; Mrs. Margaret Vigeant, The Tailored Woman; Mr. Mortimer Solomon, Harryson Hats. Mail questions in advance to Marion Unger, 724 5th Ave. Questions will <u>not</u> be answered from floor. Luncheon \$1.35. Members may bring guests. Reservations from CI. 7-1734.		
Wednesday Oct. 29 1:00 P.M. Luncheon (Note change of date)	SERT ROOM LUNCHEON FASHION SHOW	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL SERT ROOM
	Beautiful furs for day and evening, by Dein-Bacher of the Waldorf, will be the high-spot of the Sert Room's regular Wednesday luncheon Fashion Promenade, which begins at 1:45 P.M. Open to public. Buffet Luncheon, \$2. Phone Frank for reservations. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Oct. 29 2:30 P.M.	MID-SEASON AND RE- SORT COLLECTION	NETTIE ROSENSTEIN GOWNS	36 WEST 47TH STREET
	Invitation showing of Nettie Rosenstein's new Mid-Season and Resort Collection. Contact: Charles Gumprecht, BR. 9-6890.		
Wednesday Oct. 29 3:30 P.M.	PRESS PREVIEW: NEW "TRIANGLE CURL"	BONWIT TELLER	RECREATION ROOM 12TH FLOOR
	Bonwit Teller will present M. Louis, Head of the Hair Design Institute, who will explain and demonstrate his exciting "Triangle Curl", a new patented method of setting hair. Open to Fashion and Beauty Press, by invitation. Publicity: Mrs. Nona James, EL. 5-6800.		
Wednesday Oct. 29 4:15 P.M.	TEATIME PRESS FASHION SHOWING	UNITED CHINA RELIEF & FORSTMANN WOOLEN CO.	METROPOLITAN MUSEUM OF ART, GALLERY E 15
	United China Relief presents "Color in Dress, 1941 B.C., Chinese; and 1941 A.D., American," introducing the new Forstmann Chinese Dynasty Colors. Press by invitation only. On request, space will be provided in car leaving Rockefeller Center for Museum at 4:00 P.M. (Opposite 30 Rockefeller Plaza). Call Kathleen Connor, United China Relief, CI. 5-4100; or Marguerite Van Dam, N. W. Ayer, CI. 6-0200.		
Thursday Oct. 30 12:30 P.M.	15TH ANNUAL LUNCHEON MEETING & FASHION SHOW	THE COTTON TEXTILE INSTITUTE	WALDORF ASTORIA HOTEL
	Luncheon meeting will be addressed by Dr. Murchison, Pres., Cotton Textile Institute, Professor Slickter, Harvard University, and others. Meeting will be followed by fashion show presenting "Cotton Fashions of the Past, the Present and the Future". Open to members of Cotton Textile Institute and Trade Press. Fashion Show and Publ. Director, Virginia Jewel, WO. 2-0270.		

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Thursday Oct. 30 1:00 P.M. Luncheon	BENEFIT FASHION SHOW: HISTORIC BRIDAL COSTUMES Presentation of famous historical wedding costumes from collection of Helen Virginia Meyer, including authentic reproductions in Crown Tested Rayon Fabrics as well as originals dating from 1736 on. Show goes on at 2:30 PM. Proceeds to Federated Hotel Center. Publicity: Alice Ten Eyck, J.M. Mathes, LE. 2-7450.	AMERICAN VISCOSE CORP.	HOTEL ROOSEVELT
Thursday Oct. 30 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW Stein & Blaine will be Fashion Exhibitor in the weekly luncheon Showing held in the Persian Room of the Plaza. Open to public. Press by invitation only. Stein & Blaine Publicity: Kay Merrill, CO. 5-2837. Plaza Publicity: Joseph Ryle, PL. 3-6744.	STEIN & BLAINE	PLAZA HOTEL PERSIAN ROOM
Thursday Oct. 30 7:30- 8:30 P.M.	"THE BRIDE'S HOUR" October feature of "late night at Macy's". Prospective brides are addressed by experts on matters of interest. Subject of final session: "Bridal Fashions". Open to public. Publ. Kay Inglis Jones, CH. 4-2000.	R.H. MACY & CO., INC.	HERALD SQUARE 13TH FLOOR
Friday Oct. 31 12:30 P.M. Luncheon	LA GUARDIA TESTI- MONIAL LUNCHEON A spontaneous and highly contagious movement has arisen in the fashion industry in support of Fiorello H. La Guardia's campaign for Mayor of New York. Originating in a quiet little luncheon between Ira Hirshman V.P. of Bloomingdale's, Mr. I.S. Randall, Asst. to Chairman of Board of T.W.A., and Mr. Leo Levin, V.P. of Franklin Simon, this concerted movement which operates entirely without organizational expenses, has mushroomed into a luncheon for 1,000 which will take place this coming Friday promptly at 12:30 P.M. at the Hotel Pennsylvania. The entire fashion industry seems to be behind this testimonial luncheon and table reservations are going fast. Mrs. Betsy Talbot Blackwell, Editor of Mademoiselle, is in charge of Women's participation. Open to public. Tickets, \$1.75, from Mr. Leo Levin at Franklin Simon. Mayor La Guardia will of course be Guest of Honor and will make an address.	BUSINESS MEN & WOMEN FOR LA GUARDIA	HOTEL PENNSYLVANIA
Saturday Nov. 1	BEGINNING SOUTHERN CAL'S "ALL WINTER SUN FESTIVAL" Southern California's Apparel Industry will key its January Market Week to this event, staging "Sun Festival" Fashion Shows, and providing retailers throughout country with background themes and promotional material tieing in with the festival.	ALL-YEAR CLUB	LOS ANGELES, SANTA BARBARA, SAN DIEGO
Monday Nov. 3-14	SEMI-ANNUAL CHICAGO APPAREL EVENT 45 mfgs. will join forces in staging advance Spring Openings.	STYLE CREATORS AND DRESS MFGS. ASSOC.	MERCHANDISE MART AND INDIVIDUAL SHOWROOMS
Monday Nov. 3 2:30 P.M.	FIRST SHOWING: RESORT & EARLY SPRING COLLECTION The new Jo Copeland collection for Palm Beach and Early Spring will have its first showing, Monday at 2:30 P.M. It will be shown twice daily thereafter, at 10:30 A.M. and 2:30 P.M. Contact: Marjorie Zipser, ME. 3-5650.	PATTULLO MODES	498 SEVENTH AVENUE

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Monday Nov. 3 3:00 P.M.	NEGLIGÉE FASHION SHOW	FRANKLIN SIMON'S	5TH AVE. AT 38TH ST. 2ND FLOOR
	Franklin Simon will celebrate the Opening of a handsome new Negligée Lounge with a presentation of new Negligées, Housecoats and slightly more Intimate Apparel. Open to Press and Public. Fashion Show Director, Audrey McLaughlin. Publicity: Mrs. Mildred Kalder, WI. 7-9600.		
Monday Nov. 3 3:30- 6:00 P.M. Cocktails	PRESS SHOWING: DEFENSE GARMENTS	SPONSORED BY COTTON TEXTILE INSTITUTE	ARKWRIGHT CLUB 40 WORTH STREET
	Cocktail presentation of 18 Civilian Defense Garments and Uniforms. 5 are original Dept. of Agriculture designs; the balance adapted from Dept. of Agriculture - originals by student-designers from American School of Design. Some garments are already in production; others are presented for inspiration to invited cutters and manufacturers who will attend showing. For further information, contact: Virginia Jewel, Publicity Director, Cotton Textile Institute, WO. 2-0270.		
Tuesday Nov. 4 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW	B. ALTMAN & CO.	RITZ CARLTON HOTEL OVAL ROOM
	B. Altman will be fashion exhibitor in the regular weekly Salon d'Elegance Fashion Luncheon at the Ritz. Altman's tantalizing theme is "Vacations-North and South". Open to public. À la carte luncheon. Press by invitation only. Altman Publicity: Faith Willcox, MU. 9-7000. Ritz Publicity: Marion Morrison, PL. 3-4600.		
Wednesday Nov. 5 1:00 P.M. Luncheon (Advanced from Thurs.)	SERT ROOM LUNCHEON FASHION SHOW	JANE ENGEL	WALDORF ASTORIA HOTEL SERT ROOM
	Evening fashions will be featured exclusively by Jane Engel in the regular Wednesday Luncheon Showing in the Sert Room. Open to public. Buffet luncheon, \$2. Reservations from Frank. Press by invitation only. Jane Engel, Publ.: Herbert Bijur, RH. 4-0300. Waldorf Publ. Ted Saucier, EL. 5-3000.		
Wednesday Evening Nov. 5 Through Nov. 12	GALA OPENING: NAT'L HORSE SHOW	NAT'L HORSE SHOW ASSOCIATION	MADISON SQUARE GARDEN
	58th year. Show runs through Wednesday, Nov. 12th (8 nights-7 matinées). Gala Sunday Night performance at popular prices. Proceeds of entire show to benefit U.S.O. for Nat'l Defense. Feature attractions: Internat'l Military Jumping Contest nightly; Civilian Jumping every performance. Social headquarters at Waldorf Astoria, where luncheons, receptions and dinners will take place, climaxed by Annual Horse Show Ball, Mon., Nov. 10th. Contact: Mr. Maximilian Elser, Jr., Chairman, Press Committee, Nat'l Horse Show, MO. 4-7700.		
Thursday Nov. 6 9-30- 11:00 A.M. Breakfast	PRESS PREVIEW: GIFT COLLECTION	DOROTHY GRAY, LTD.	PENT HOUSE 683 FIFTH AVENUE
	Newspaper Editors' repeat of Christmas Breakfast Preview given by Dorothy Gray for Magazine Press recently, introducing 1941's Gift offerings. By invitation. Publicity: Mrs. Terry Quimby, WI. 2-6109.		
Thursday Nov. 6 1:00 P.M. Luncheon	PERSIAN ROOM FASHION LUNCHEON	HERTHA MAY, INC.	PLAZA HOTEL PERSIAN ROOM
	Regular Thurs. Luncheon Fashion Show, featuring New York Fashions for Day, Cocktail-Time and Evening Galas. All by Hertha May, Inc. Open to public. Press by invitation. Hertha May Publicity: Mrs. Rust-Oppenheim, EL. 5-1437. Plaza Publicity: Joseph Ryle, PL. 3-6744.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 6 2:30 P.M.	EXHIBIT PREVIEW: "SOURCES OF FASHION" The Museum of Costume Art will stage an exhibit based on "Sources of Fashion Inspiration", including: hats, shoes, purses, gloves, belts. A concurrent exhibit will present "Fashions in War Time" as shown in plates from 1917 on. Press preview Thursday, Nov. 6, 2:30 P.M. By invitation. <u>Invitation Preview</u> for Members, Donors, and Friends of the Museum later that afternoon, Thurs., Nov. 6, from 4-7 P.M. Exhibit opens to public, <u>free</u> , Fri., Nov. 7, from 10 A.M. to 5:30 P.M. Daily. Publicity: Jane Ellis, VO. 5-3800.	MUSEUM OF COSTUME ART	ROCKEFELLER CENTER 630 FIFTH AVENUE
Thursday Nov. 6 5:00 P.M.	BUSINESS GIRLS' FASHION SHOW Arnold Constable's welcome to a group of 200 girls, employees of the Home Owners' Loan Corporation, whose working headquarters have been transferred from Washington to New York. Show will be assembled, directed and interpreted by Anne Ames, Business Girl's Consultant. Open to Press and public. Publicity: Lucille Shearwood, CA. 5-2300.	ARNOLD CONSTABLE	5TH AVE. AT 40TH ST. 5TH FLOOR
Thursday Nov. 6 5:30- 6:30 P.M.	"CONFERENCE ON WEDDINGS" "Consumer-Conference" on weddings, to be addressed by Mrs. Alexandra Potts, Merchandising Editor, the Bride's Magazine. Mrs. Potts will discuss two primary problems: "Budgeted Weddings" - believing that all weddings, however elaborate, should be budgeted first; and "War Brides" - because so many girls are marrying into the Army, the Navy and the Air Force. The conference will also be addressed by an outstanding designer of wedding gowns. Open to Press and public. Publicity: Herbert Bijur, RH. 4-0300.	JANE ENGEL	1025 MADISON AVE. AT 79TH STREET
Sunday Nov. 9 6:30 P.M. Dinner	TESTIMONIAL DINNER FOR MRS. ELEANOR ROOSEVELT The AFL, the CIO, the ILGWU and the ACW are joining forces in a gala testimonial dinner for Mrs. Eleanor Roosevelt. Open to public. Admission, \$10 a plate. Proceeds to ORT (Organization for Rehabilitation and Training). For tickets, further information, etc., contact: ORT, AS. 4-7454.	TRADE UNIONS OF THE CITY OF NEW YORK	HOTEL COMMODORE
Monday Nov. 10	SHOWING OF MIDWINTER & RESORT ORIGINALS Villa Zigmund will supplement their own collection of original models for mid-Winter and resorts, with a group of prints and woolens designed exclusively for them by Jacqmar of London. To see, contact: Victor A. Pincus, PL. 8-2014.	VILLA-ZIGMUND & CO.	18 EAST 50TH STREET
Tuesday Nov. 11 4:00 P.M.	BRIDGE & BENEFIT FASHION SHOW A. & S. will stage a novel fashion show for the benefit of the Central Volunteer Bureau of the Brooklyn Junior League. Three complete wardrobes will be presented, all dovetailing perfectly: a Budget wardrobe; a wardrobe for "A Day with a Junior Leaguer"; and a "Week-End Air Trip Wardrobe". Open to public. Admission, \$5 a table; single admission, \$1.25, (exclusive of tax). Press by invitation. Publicity: Miss Marjorie Clark, TR. 5-7200.	ABRAHAM & STRAUS	WALDORF ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 12 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW  Because Tuesday, Nov. 11th is Armistice Day, the regular Tuesday Salon d'Elegance Luncheon Fashion Show becomes a Wednesday showing, presented by Stein & Blaine and featuring gowns and furs. Open to public. Press by invitation only. Stein & Blaine Publicity: Kay Merrill, CO. 5-2837. Ritz Publicity: Marion Morrison, PL. 3-4600,	STEIN & BLAINE	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Nov. 12 4:00 P.M. Cocktails	PRESS PREVIEW: BLOTTA RESORT-ORIGINALS  Special Press Preview of Anthony Blotta Resort and Early Spring Originals, inspired by colors and designs of famous English China: Wedgwood; Royal Crown Derby; Minton; Royal Doulton; and Royal Worcester. By invitation only. Publicity: Zanville Diamond, PL. 3-5252.	BLOTTA & CONTI	498 SEVENTH AVENUE
Thursday Nov. 13 1:00 P.M. Luncheon	PERSIAN ROOM LUNCHEON FASHION SHOW  Following a trip to the California Market, Mary Lewis will present California Playclothes at the regular Thursday Fashion Luncheon in the Persian Room. Open to public. Fashion Press by invitation. Mary Lewis Publ., Rosemary Sheehan, PL. 8-3300. Plaza Publ., Joseph Ryle, PL. 3-6744.	MARY LEWIS	PLAZA HOTEL PERSIAN ROOM
Monday Nov. 17	1ST SHOWING: RESORT & EARLY SPRING COLLECTION  Mangone will present his Palm Beach and Early Spring Collection of Coats and Suits to members of the Trade and Press, by appointment only. Contact: Mr. Mangone, PE. 6-2204.	PHILIP MANGONE CO.	500 SEVENTH AVENUE
Monday Nov. 17-19	ST. LOUIS SPRING MARKET EVENT	ST. LOUIS FASHION CREATORS	DAY & NIGHT SHOWINGS AT INDIVIDUAL MANUFACTURERS
Week of Nov. 17	SAN FRANCISCO SPRING MARKET WEEK	SAN FRANCISCO APPAREL AND MILLINERY MFGS.	INDIVIDUAL SHOWROOMS
Tuesday Nov. 25 1:00 P.M. Luncheon	RITZ LUNCHEON FASHION SHOW  Regular Tuesday Salon d'Elegance Fashion Luncheon. Macy will be the Exhibitor. Theme in later issue of FASHION CALENDAR. Fashion Show under direction of Amy Fagan, Stylist. Open to public. Press by invitation only. Macy Publicity: Kay Inglis Jones, CH. 4-2000. Ritz Publicity: Marion Morrison, PL. 3-4600.	R.H. MACY & CO., INC.	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Nov. 26 1:00 P.M. Luncheon	SERT ROOM LUNCHEON FASHION SHOW  Regular weekly Wednesday Fashion Luncheon in the Sert Room. Mary Lewis will present Cruise-Resort Fashions. Open to public. Buffet luncheon, \$2. Call Frank for reservations. Press by invitation only. Mary Lewis Publ., Rosemary Sheehan, PL. 8-3300. Waldorf Publ., Ted Saucier, EL. 5-3000.	MARY LEWIS	WALDORF ASTORIA HOTEL SERT ROOM
Monday Dec. 1	SPRING MARKET WEEK  7 weeks earlier than last Spring's Market Week, due to difficulty of obtaining materials necessary to manufacture of corsets.	CORSET & BRASSIERE ASSOC. OF AMERICA	HOTEL VANDERBILT AND INDIVIDUAL SHOWROOMS
Monday Dec. 1-10	ICE FOLLIES  Details in later issue. Publicity: Mr. Ted Deglin, CO. 5-6800.		MADISON SQUARE GARDEN

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Dec. 2 11 A.M.	FASHION SHOW: "CORSETS MARCH ON" One of highlights of "Spring Corset Week": Warner Brothers' presentation of new foundations and brassières in an amusing and constructive fashion show, "Corsets March On", under direction of Mr. John Love. Luncheon follows, for Fashion Press and buyers from all over U.S.A. Strictly by invitation. Contact: Mrs. Jean Gordon, Warner Bros., 200 Madison Ave., AS.4-1194.	WARNER BROTHERS CO.	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday Dec. 3 7:00 P.M. Dinner	DINNER FASHION SHOW 1st Fashion Show of House Dress Institute, association of volume-priced garment mfgs. Theme of show: "Cottons for You for 1942". Admission, \$10 per plate. Open to Trade. Press by invitation only. Chairman of Committee, Mr. I. L. Polakoff, Shelby Mfg. Co., LA. 4-5063.	HOUSE DRESS INSTITUTE	WALDORF ASTORIA HOTEL

#### HOME FURNISHINGS CALENDAR

Monday Oct. 27	PRESS BUFFET SUPPER	JOURNAL OF LIVING	THE LOTOS CLUB 110 WEST 57TH STREET
6:00 P.M.	To meet Victor H. Lindlahr, author of "The Lindlahr Vitamin Cookbook". Invitation promises ideas to further National Nutritonal Defense, as well as an interesting bill of fare. Contact: Gerel Rubien, CO. 5-7794.		
Monday Oct. 27	FORMAL PRESS DINNER	BRAZIL NUT ASSOC.	CLUB COPACABANA 10 EAST 60TH STREET
7:30 P.M.	By invitation only. Publ., Virg. Clarahan, 551 5th Ave., MU. 2-0071.		
Tuesday Oct. 28	EXHIBIT "HORSES"	DECORATOR'S CLUB, INC.	745 FIFTH AVENUE
	Tieing-in with National Horse Show at Madison Square Garden, opening Nov. 5th, the Decorator's Club will stage an exhibit of "horsey objets" which may be used about the house, including prints, paintings, fabrics, wall papers, accessories and bric-a-brac. For further information, contact: Denise Abbey, WI. 2-6055.		
Thursday Nov. 6	GALA PRESS OPENING:	LORD & TAYLOR	5TH AVE. AT 39TH ST.
4:30-	NEW PAHLMANN ROOMS		7TH FLOOR
6:30 P.M.	Back to original date for Press invitation preview of new Pahlmann Rooms. Public Opening, Monday morning, Nov. 10th, as originally scheduled. Publicity: Mr. Charles Nicolai, WI. 7-3300.		
Monday Nov. 17	NATIONAL ART WEEK		
Nov. 25	Annual event established, by Presidential proclamation, for promotion and sale of American Art. This year's slogan: "A Work of American Art for Every American Home". Nat'l Chairman: Mr. Thomas J. Watson, Pres., Internat'l Business Machines Corp. New York has set up local Art Week Council with Paul Manship, sculptor, as chairman. To tie-in, contact: N.Y.C. Council for Art Week, 157 E. 67th St., N.Y.C.		

<u>DATES AHEAD</u>		<u>RED LETTER WEEKS</u>
Oct. 27	NAVY DAY	Nov. 10-16 NATIONAL FATHER & SON WEEK
Oct. 31	HALLOWE'EN	Nov. 11-30 NATIONAL RED CROSS WEEKS
Nov. 4	ELECTION DAY	Nov. 17-23 NATIONAL ART WEEK
Nov. 11	ARMISTICE DAY	Dec. 25 to
Nov. 20	THANKSGIVING DAY*	Jan. 1, '42 NATIONAL HOBBY WEEK
Dec. 25	CHRISTMAS (Thursday)	
Dec. 31	NEW YEAR'S EVE (Wed.)	*In N.Y. and 24 other states; balance Nov. 27th.

MUSIC... THEATRE... NIGHT SPOTS

- Monday AMERICAN PREMIÈRE: "LE ROI" (THE KING) 5th Ave. Playhouse, 66 5th Ave. French film satire, starring Raimu. Entire proceeds of Opening to be used for supplies for the de Gaulle Free French forces. To be disbursed through American Red Cross and Philadelphia Quakers, under direction of American-French War Relief, Inc. Publicity: Lillian Nadel, LO. 3-4564.
- Monday RUSSIAN WAR BENEFIT Madison Sq. Garden, 825 8th Ave. Oct. 27 Exciting, new, "Living Newspaper" form of presentation, dramatizing current News-Headlines. Speakers will include: Walter Duranty; Joseph E. Davies, former U.S. Ambassador to Russia; Metropolitan Benjamin, Head of the Russian Orthodox Church in North America; also stars of stage and screen and musical world who will lend their support. Colonel de Basil's Monte Carlo Ballet will perform; Paul Draper will dance; Benny Goodman will play a Shoshtakovich composition. Admission, 25¢ to \$10.00 -- proceeds to Russian War Relief, Inc., 535 5th Ave. Tickets from Russian War Relief Offices; Madison Square Garden; Brentano's; Le Blang's; Lobby, 525 7th Avenue. Publicity: Mr. J. Albert Hirsch, VA. 6-3203.
- Tuesday PREMIÈRE: "THE LAND IS BRIGHT" Music Box Theatre, 239 W. 45th St. Oct. 28 George S. Kaufman and Edna Ferber play, with Diana Barrymore and Hugh Marlowe. Max Gordon production. Costumes by Irene Sharaff. Hats by John Frederics.
- Wednesday PREMIÈRE: "LET'S FACE IT" Imperial Theatre, 249 W. 45th St. Oct. 29 Vinton Freedley, Cole Porter, Herb and Dorothy Fields-musical with Danny Kay and Eve Arden. Costumes by John Harkrider. Hats by Florence Reichman.
- Friday PREMIÈRE: "HIGH KICKERS" Broadhurst Theatre, 235 W. 44th St. Oct. 31 George Jessel musical, co-starring Sophie Tucker and George Jessel. Music and lyrics by Kalmar and Ruby. Book by Jessel, Kalmar and Ruby.
- Friday WORLD PREMIÈRE: "THE CHOCOLATE SOLDIER" (Cinema) Astor, B'way at 45th St. Oct. 31 Co-starring Nelson Eddy and Rise Stevens (American-born star of Metropolitan Opera Company). Continuous showing at popular prices. MGM Publicity: Art Schmidt, BR. 9-7800.
- Saturday SERGEI RACHMANINOFF IN 1ST PIANO RECITAL OF SEASON, Carnegie Hall, 57th St. Nov. 1 Rachmaninoff will be heard again as orchestral soloist with Philadelphia Orchestra at Carnegie Hall, Tues., Nov. 11th, and with Philharmonic Symphony Orchestra, Thurs. and Fri., Dec. 18th and 19th.
- Wednesday PREMIÈRE: "BLITHE SPIRIT" Morosco Theatre, 217 W. 45th St. Nov. 5 Noel Coward's play with Clifton Webb, Peggy Wood, etc. John C. Wilson production. Nov. 4th preview for benefit of British War Relief Society.
- Beginning "COFFEE CONCERT" MUSEUM OF MODERN ART 11 WEST 53RD STREET Wednesday SERIES Inaugurating a series of five chic Wednesday Evening "Coffee Concerts" arranged by Louise Crane, and combining folk-music and "swing". Opening night star: Maxine Sullivan. Open to public. Tickets, \$1.50 each. Publicity: Miss Roll, Evelyn Gerstein Associates, CI. 6-7632.
- Wednesday PREMIÈRE: "LA VIE PARISIENNE" New Opera Co., 44th St. Theatre Nov. 5 English version of gay Offenbach Opera, starring Ruby Mercer. Directed by Felix Brentano. Conductor, Antal Dorati. Publ.: Constance Hope, PL. 3-3390.
- Monday OPENING NIGHT, METROPOLITAN OPERA CO. Broadway at 39th St. Nov. 24 Season opens with Mozart's "Figaro". Rise Stevens will sing leading role.